

FOREIGN TRADE

IV Semester: MBA								
Course Code	Category	Hours / Week			Credits	Maximum Marks		
CMBB59	Elective	L	T	P	C	CIA	SEE	Total
		4	-	-	4	30	70	100
Contact Classes: 45	Tutorial Classes: 00	Practical Classes: Nil			Total Classes: 45			
<p>OBJECTIVES: The course should enable the students to:</p> <p>I. Understand the role of the World Customs Organization and the World Trade Organization about foreign trade, theories of international trade and economy.</p> <p>II. Analyze export and import policies of India and other nations and also special economic zones and institutions involved in export promotions.</p> <p>III. Understand promotion schemes and setup of export promotions. The different customs procedures, methods of products classification and learn to complete the customs documents.</p> <p>IV. Understanding International Marketing Environment, Marketing Cycle, Domestic and Export Marketing, Export Marketing Plan.</p> <p>COURSE OUTCOMES (COs):</p> <ol style="list-style-type: none"> Understand the composition of foreign trade and its contribution for economic development. Discuss the various international agreements and foreign capital and BoP statements. Demonstrate various legal aspects, purpose, functions and schemes related to EXIM policy. Analyze the role of various trading policies and Exports services like EOUs/EPZs/SEZs. Explain the need, general guidance and back group aspects of Inco terms. Examine different tariffs, procedures and quantitative restrictions of Inco terms. Describe the history, export assistance measures and principle commodities of India's exports and Imports. Enumerate the institutional involvement in export promotion and canalizing agencies and chambers of commerce. Introduce the Assessment of Prospects, Products and Markets, Identification of new markets for Indian products, African Market, potential to enter into the SOUTH AFRICA, GHANA, KENYA, NIGERIA, UGANDA, MAIRITIOUS and TAMZANIA. Identify the techniques and measurements in Export potential of India, Latin America, an analysis of US commercial office on India for investing in selected sector, Trade Blocks and Regional Economic Cooperation. 								
UNIT-I	INTRODUCTION TO FOREIGN TRADE						Classes: 08	
Definition of foreign trade, composition of foreign trade, theories of international trade, foreign Trade and economic development. analysis of India's foreign trade, growth, trends, composition and direction, foreign capital, collaboration of multinational corporations, bilateral and multinational trade agreements, India's trade agreements, India's balance of payments including invisibles.								
UNIT-II	IMPORT POLICY AND EXPORT PROMOTION SCHEMES						Classes: 10	
Salient features of India's export import policy, objectives of EXIM/trade policy ,instruments of trade Policy, duty exemption schemes ,DBK, DEPB, advance license , import of capital goods, Exports/Trading/Star Trading/super star trading house policy EOU's/EPZs/SEZs Schemes - Services Exports.								
UNIT-III	INCOTERMS						Classes: 09	
Background and objectives of Inco terms, types of Inco terms, general guidance that are used in Inco terms. Terminology of Inco terms, Tariffs, Quantitative restrictions, Export-Import Procedures and documentation.								
UNIT-IV	INSTITUTIONAL SETUP FOR EXPORT PROMOTION						Classes: 10	
Export Assistance measures. Free Trade Zone SEZ's and 100%EOUs.,State Trading in India- Principal								

commodities of India's export and imports an overview, Sources and Analysis of foreign Trade Statistics. Canalizing Agencies and Chambers of Commerce. Export Organization: Institutions involved in export Promotion: DGFT, FIEO, RBI, CUSTOMS, ITPO, EXIMBANK, ECGC, EPCs, Commercial banks, Commodity Boards.

UNIT-V

ASSESSMENT OF PRODUCTS AND MARKETS

Classes: 08

Assessment of Prospects, Products and Markets, Identification of new markets for Indian products, African Market, potential to enter into the SOUTH AFRICA, GHANA, KENYA, NIGERIA, UGANDA, MAIRITIOUS and TAMZANIA, Export potential of India, Latin America, an analysis of US commercial office on India for investing in selected sector, Trade Blocks and Regional Economic Cooperation.

Text books

1. Francis Cherrunilam, "International Trade and Export Management", Himalaya Publications, 9th Edition, 2009.
2. Bhagvati J (ed), "International Trade", Penguin Books, 4th Edition, 2007.

Reference books

1. CA. Virendra, K.Pamecha, "A Guide to International Trade and Export Management", Jain Book Agency, 8th Edition, 2014.
2. Dr. Jason Chuah, "Law of International Trade", South Asian publications, 5th Edition, 2017.

Web References

1. <http://www.ebooks directory.com>
2. <http://Campus guides.lib.utah.edu>

E-Text Books

1. <http://www.bookboon.com>
2. <http://www.freemagagement.com>
3. <http://www.emeraldinsight.com>